

Taymouth Scotland by Glazer™

Brand Strategy and Visual Identity

Located in the Scottish Highlands on the banks of the River Tay, Taymouth Castle, together with its 450-acre estate is being developed as a unique lifestyle destination, due to open in the spring of 2012. The 16th Century, A-listed castle is being developed into a highly prestigious hotel, while outdoor activities will include a James Braid designed 18-hole golf course, exceptionally fine river and loch fishing and an Activity Centre.

The logo, a mounted knight, has been developed from a painting depicting four knights on the ceiling of the Castle's Chinese Room. A brochure to support competitive tendering has been produced, using the very best of materials, print and binding techniques, to reflect the uniquely prestigious quality of the project. We have also designed a website and a bi-monthly newsletter for the local community.

"On completion, Taymouth will be a brand apart – offering guests an outstanding combination of luxurious accommodation, fine cuisine and activities, amid some of the most romantic scenery in the world."

Michael Hall, CEO Taymouth Group



TAYMOUTH
SCOTLAND

